

Rep Order# 7902873 Ver# 6 Status Returned
EC'd Yes

Traffic Order# 24851

Printed: 09/11/2012 9:07 AM
Last Received: 09/11/2012 11:26 AM
Showing Buylines: All Lines

1 of 6

Station KSL-TV SALT LAKE CITY
Advertiser () LOVE, MA
Product LOVE/CD4/R
Estimate# 912918
Buyer Patricia Done
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P1/P2/E LOVE/ORDR/912918
Flight Dates 09/12/2012 - 09/18/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JAMIE ANDRUS
Salesperson Phone# 202-872-1155
Salesperson FAX#

— CONTRACT COMMENT —

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

— REMARKS —

Mgd pkg for na's (\$4695) is as follows:

9/13, 9/14, 9/17, 9/18 11-12N Studio 5 \$210 ea
9/13, 9/14, 9/17, 9/18 1-2P Today Show 3 \$175 ea
9/13, 9/14, 9/17, 9/18 2-3P Days \$220
9/15 Sat 7-9P Voice \$401
9/15 Sat 9-10P 1&0/SVU \$500
2x 9/12 930-10P Weds My Recipe Rocks \$500
2x 9/15 Sat 1105-1135P Outdoors w/Adam Eakle \$187 ea
Ttl mgs \$4695

Pls rcfm ok or advise, thanks, Jenny

Line	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
---	---	---	---	---	---	---	---	---
*1	SU	MORMON TIMES	10A-1030A	:30	09/16-09/16	1	\$20.00	1
Rating:	4.3	Station Remark:	V6 1x na d/t pgm ch					
*2	SA	GAME NIGHT LIVE	630P-7P	:30	09/15-09/15	1	\$30.00	1
Rating:	2.9	Station Remark:	V6 ok					
*3	SU	TODAY	7A-8A	:30	09/16-09/16	1	\$20.00	1
Rating:	1.5	Station Remark:	V6 1x na					
*4	SU	SUNDAY EDITION	9A-930A	:30	09/16-09/16	1	\$40.00	1
Rating:	1.7	Station Remark:	V6 ok					

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Product LOVE/CD4/R
Estimate# 912918
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Agency () SMART MEDIA GROUP
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Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
---	---	---	---	---	---	---	---	---

*16 TU NEWS @ NOON 12P-1P :30 09/18-09/18 1 \$85.00 1

Rating: 2.1

Station Remark: V6 1x na

*17 W-FH NEWS @ 6P 6P-630P :30 09/12-09/13 2 \$170.00 2

Rating: 4.2

Buyline Comment: 1/DAY

Station Remark: V6 2x na

*19 M NEWS @ 6P 6P-630P :30 09/17-09/17 1 \$170.00 1

Rating: 4.2

Station Remark: V6 1x na

*20 SU MEET THE PRESS 8A-9A :30 09/16-09/16 1 \$90.00 1

Rating: 2.2

Station Remark: V6 1x na

*21 SU NEWS 4P-430P :30 09/16-09/16 1 \$70.00 1

Rating: 1.6

Station Remark: V6 ok

*22 W-F KATIE 4P-5P :30 09/12-09/14 3 \$90.00 3

Rating: 2.0

Buyline Comment: 1/DAY

Station Remark: V6 3x ok

*25 M-TU KATIE 4P-5P :30 09/17-09/18 2 \$90.00 2

Rating: 2.0

Buyline Comment: 1/DAY

Station Remark: V6 2x ok

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Station KSL-TV SALT LAKE CITY
Advertiser () LOVE, MIA
Product LOVE/CD4/R
Estimate# 912918
Buyer Patricia Dome
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P1/P2/E
Flight Dates 09/12/2012 - 09/18/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JAMIE ANDRUS
Salesperson Phone# 202-872-1155
Salesperson FAX#

Line	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
*27	TH-F	TODAY 2	6A-7A	:30	09/13-09/14	2	\$100.00	2

Rating: 2.2

Buyline Comment: 1/DAY
Station Remark: V6 2x ok

Line	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
*29	M-TU	TODAY 2	6A-7A	:30	09/17-09/18	2	\$100.00	2

Rating: 2.2

Buyline Comment: 1/DAY
Station Remark: V6 9/18 na, 9/17 is OK

Line	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
*31	W-F	DR PHIL	3P-4P	:30	09/12-09/14	3	\$50.00	3

Rating: 1.1

Buyline Comment: 1/DAY
Station Remark: V6 3x na

Line	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
*34	TU	DR PHIL	3P-4P	:30	09/18-09/18	1	\$50.00	1

Rating: 1.1

Buyline Comment: 1/DAY
Station Remark: V6 ok

Line	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
*35	F	GAME NIGHT LIVE	630P-7P	:30	09/14-09/14	1	\$120.00	1

Rating: 2.4

Buyline Comment: 1/DAY
Station Remark: V6 ok

Line	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
*36	W-F	TODAY	8A-9A	:30	09/12-09/14	3	\$110.00	3

Rating: 2.0

Buyline Comment: 1/DAY
Station Remark: V6 9/13 & 9/14 na, 9/12 is OK

Line	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
*39	TU	TODAY	8A-9A	:30	09/18-09/18	1	\$110.00	1

Rating: 2.0

Buyline Comment: 1/DAY
Station Remark: V6 1x na

Line	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
*40	W	NEWS @ 5P	5P-530P	:30	09/12-09/12	1	\$210.00	1

Rating: 3.6

Buyline Comment: 1/DAY
Station Remark: V6 1x na

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Product	912918			Agency () SMART MEDIA GROUP 814 KING ST, SUITE 400 ALEXANDRIA, VA 22314			Rep Firm () WASHINGTON Sales Office () JAMIE ANDRUS Salesperson () JAMIE ANDRUS				
Estimate#	Patricia Done			Agency C/P1/P2/E LOVE/ORDR/912918 Flight Dates 09/12/2012 - 09/18/2012			Salesperson Phone# 202-872-1155 Salesperson FAX#				
Buyer	Phone# Fax#			Hiatus Weeks							
*41	TU	Day	Program	---	---	---	Time	Len	Dates	Spots/Week	Rate
Rating:	3.6		NEWS @ 5P				5P-530P	:30	09/18-09/18	1	\$210.00
*42	F	---	WHITNEY/COMM	Station Remark:	V6 1x na		7P-8P	:30	09/14-09/14	1	\$350.00
Rating:	5.8		NEWS	Station Remark:	V6 1x na		10P-1035P	:30	09/16-09/16	1	\$650.00
*43	SU	---	---	Station Remark:	V6 1x na		7A-8A	:30	09/12-09/14	2	\$250.00
Rating:	7.3		TODAY	Buyline Comment:	1/DAY						
*44	W, F	---	---	Station Remark:	V6 2x na						
Rating:	2.7		---								
*46	TU	TODAY	---								
Rating:	2.7		---	Station Remark:	V6 na						
*47	SA	---	10 P NEWS								
Rating:	5.6		---	Station Remark:	V6 ok						
*48	TH	---	10 P NEWS								
Rating:	7.3		---	Station Remark:	V6 ok						
*49	M	---	---								
Rating:	7.3		10 P NEWS								
			10P-1035P	:30	09/17-09/17			1		\$900.00	1
			10P-1035P	:30	09/17-09/17			1		\$900.00	1

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In Day

Program

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Agency C/P1/P2/E

Flight Dates 09/12/2012 - 09/18/2012

Hairs Weeks

Salesperson FAX# 202-872-1155

Salesperson Phone#

Rep Firm

Sales Office () WASHINGTON

Salesperson () JAMIE ANDRUS

Time

Len

Dates

Spots/Week

Rate

—REPORT TOTALS—

Report Totals: 50 / \$9,135.00

—SALES MONTHLY TOTALS—

Sep 12: 50 / \$9,135.00

Sales Totals: 50 / \$9,135.00

Station Totals: 50 / \$9,135.00

Lines not sent/rclld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals \$45,675

CABL 0%

KUCW 0%

KUZZ 0%

KUTV 0%

KSL 20%

KSTU 0%

UNKN 80%

KTVX 0%

Books

null

RA35+
